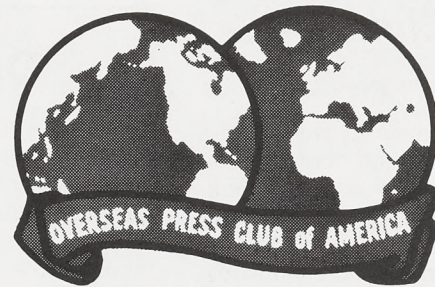


OPC BULLETIN



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Moscow tougher beat Shipler tells OPC



DAVID K. SHIPLER

Photo by: Licciardi

For David K. Shipler, *New York Times* correspondent on home-leave from Moscow, soon to return as bureau chief, the atmosphere in the Soviet Union has "changed dramatically" in the last two years.

The curtain went up on the OPC Shop Talk series August 24 so that the personable, articulate Shipler could explain how the situation has deteriorated since the Helsinki agreement.

"Changed drastically," was how he put it.

Shipler was introduced by Larry Stessin, Shop Talk Chairman. Gloria Zukerman made the formal introduction for simultaneous radio broadcast.

Symptom of the times, he said, is the fact that a correspondent's life has become harder, "more severe." Interviews, hard to get, often produce no stories.

Today's Soviet leadership, he said, strives first for political control, but there are "many shades of gray." True, a great difference between Stalin and Brezhnev. "They are moving toward a more open society today," he conceded. But a basic problem remains: how to retain ideological control.

Soviet leadership is "more aware of threats to it by dissidents." Sixteen months ago they were fragmented. Today, under the guidance of such as Yuri Arlov, the noted physicist, dissident committees have been formed to implement the Helsinki agreement.

With the 60th anniversary of the Bolshevik revolution at hand, Soviet leaders want to say how great the society has become, "a vanguard of socialism and communism just over the horizon." They don't want dissidents to ruin it, according to Shipler. A great help to dissidents has been the beaming back to Russia what they say via the Voice of America, the most popular radio network in the Soviet Union.

Euro-Communism also poses threats. "The Soviet leadership is very jumpy and defensive" about this.

Lots of grumbling persists in the society about "tremendous shortages," with even "totally unconfirmed rumors" of worker protests, slowdowns, strikes. "This is a new set of worries and dissenter views could mushroom."

The Soviet international outlook has "changed drastically." For Rus-

(Continued on page 2)

**The City Club of New York
resumes Friday Luncheons
starting Sept. 16.**

Ron Powers continues media debate; Porter explores financial journalism

"Television's first mission is not to inform. It is not even to entertain. It is to move goods, to round up viewers for the main event — the commercial."

No, it was not N.W. Ayer or any other legendary ad man that voiced the above maxim. It was Ron Powers.

And who is Ron Powers?

Ron Powers is a newscaster on Chicago's WMAQ-TV, Channel 5. This year Powers won an Emmy for spot coverage at a major network television station. Powers is also the author of the St. Martin's Press published best-seller *THE NEWSCASTERS: The News Business as Show Business*.

Biting the hand that feeds him?

Hardly. Powers is first an accomplished news reporter. Formerly with the Chicago *Sun-Times*, he won the only Pulitzer Prize ever awarded for television criticism in 1973. He is a graduate of the University of Missouri School of Journalism and was a reporter for the St. Louis *Post Dispatch* before going to the *Sun-Times*.

With over 64 percent of the American public using television as its primary source of news, Powers' views inflame TV insiders and lend credence to advocates of Paddy Chayefsky's views as expressed in his controversial film "Network." Powers appearance on the evening of Tuesday, September 20 at the Overseas Press Club "Shop Talk" is certain to add more fuel to our on-going media debate. The cocktails and conversation will begin at 5:30 pm, 19th floor, Hotel Biltmore.

Roone Arledge, would you care to join us?

—Chas. Schreiber

From the Clubs

MEXICO CITY — Two former wire service bureau staffers here — Edith Lederer of AP and Pieter van Benneken of UPI, both now stationed in Puerto Rico — stopped over in Mexico City briefly recently accompanying U.S. Ambassador Andrew Young on his Latin American swing... Van Benneken brought the report that Morris W. Rosenberg, longtime AP bureau chief in Paris and formerly in the same post here, has been reassigned to Mexico City as vice-president in charge of Latin America... Pablo Morales, former Foreign Correspondent Club president and former editor of *Selecciones (Reader's Digest)* in Spanish) was guest at a club reception celebrating publication of his first book, a mystery novel, *Kidnaping in Duplicate*... Kerman Turner of AP Mex City bureau covered signing of Panama Canal pact in Panama, accompanied by photographer Hal Moore... George Natanson of CBS News back from a Central American swing... Michael Drudge has moved from the *Orange (Texas) Leader* copydesk to the daily *The News*, English-language paper, in Mexico City, replacing Tony Espetia who was hired by UPI... Joe Harnes, formerly of San Antonio, Texas, has been named city editor of *The News*... Another former *News* staffer is in AP Buenos Aires Bureau — Alfonso Chardy... AP bureau chief Charles Green and family have returned

(Continued on page 2)

When Sylvia Porter talks, E.F. Hutton listens.

As a nationally syndicated columnist, Porter's column appears in over 400 newspapers in the United States and abroad and is read by an estimated 40 million people. In addition, she is author of several books; the current tome is *Sylvia Porter's Money Book: How to Earn It, Spend It, Save It, Invest It, Borrow It — and Use It to Better Your Life*. It has been a number-one best-seller for the past three years. Porter is a contributing editor of the *Ladies' Home Journal*, a best-selling annual income tax guide, editor of a weekly newsletter on the money and bond markets and a member of the editorial board of the *World Book Encyclopedia Year Book*. You might say, she is a first lady of letters.

Invited to join us by Larry Stessin and Gloria Zukerman who co-chair the OPC Shop Talk Committee, Miss Porter will address the Club on the evening of Tuesday, September 27 (5:30 pm, OPC Headquarters, 19th floor, Biltmore Hotel). Recipient of many national journalists, civic and educational honors, Miss Porter will receive a citation from the New York Association of Women Business Owners that evening for her pioneering work in journalism. The award will be presented by New York Deputy Mayor Osborn Elliott who will issue Mayor Beame's proclamation naming the week of September 26 through October 1, "Women in Business Week." The proclamation will kick off a series of events that will focus on New York women achievers.

If Miss Porter's Hunter College class did not vote for her "Most Likely To Succeed," perhaps they would like to call for a recount on the 26th.

—Chas. Schreiber

CALENDAR

Thursday, Sept. 15, 12 Noon, cocktails, 12:30 luncheon — Shop Talk Luncheon. Leonard Saffir, publisher and editor-in-chief, *The Trib*. "Plans for New York's Newest Daily."

Tuesday, Sept. 20, 5:30 p.m. — Talking Shop With... Ron Powers, Emmy-winning news commentator, NBC News, and author. "The News Business as Show Business."

Tuesday, Sept. 27, 5:30 p.m. — Talking Shop With... Sylvia Porter, nationally syndicated columnist.

Wednesday, Sept. 28, 8:00 p.m. — Grand Ballroom, Hotel Biltmore, 19th Floor. OPC Foundation Benefit Jazz Concert. "Buck Clayton and Friends Remember Billie Holiday." Tickets: \$6, in advance; \$8, at door.

Tuesday, Oct. 11, 8 p.m. — Music Night. David Nisstad, baritone; Barry Farber, accompanist.

Wednesday, Oct. 12, 12 Noon, cocktails; 12:30 Luncheon — Talking Shop With... Robert MacNeil and James Lehrer, PBS award-winning news commentators.

RESERVATIONS: Please call Mary Novick, 687-2430. Reservation cancellations must reach the OPC 24 hours before the event, otherwise members will be charged the announced fee.

More jazz greats for OPC Benefit



EDDIE BAREFIELD

Photo by: Helen Mandell

Additional jazz veterans, Ram Ramirez on piano, and Franklin Skeete on bass, with Dicky Wells replacing Benny Morton on trombone, will join the benefit concert, "Buck Clayton and Friends Remember Billie Holiday" to aid the OPC Foundation, Wednesday, September 28, in the Biltmore's Grand Ballroom at 8 p.m. Tax deductible tickets (\$6.00 in advance, \$8.00 at the door) are available from Mary Novick in OPC offices. Seating is on a first-come basis.

Previously announced Holiday veterans appearing with famed trumpeter Buck Clayton are: Eddie Barefield, clarinet and saxophone; Dicky Wells trombone; and Tommy Benford, drums; Marilyn Moore, vocalist. "I'm looking forward to this concert with Buck and the gang remembering Billie," Ramirez reminisced recently, "I think it was around 1931 or '32 when I first met Billie — she was a teenager working as a singing waitress at the Covan on 132nd Street. She was very vivacious and right off you knew there was something special about her."

Franklin Skeete who made numerous club, theatre, and concert appearances with the legendary "Lady Day" recalled, "Billie came up the hard way. She played every kind of audience you can think of and she never failed to reach them. Why? Because no one ever heard a singer like Billie before and they never will again."

Barefield added: "She was an original. No singer could copy her though lots tried. She had a tremendous influence as a stylist. I made quite a few recordings with her — I guess among my favorites were 'Georgia on My Mind' and 'Lover Come Back to Me.'"

Wells, another recording veteran, recalled, "I loved working with Billie. She had a way of turning musicians on — you were inspired and you couldn't do enough for her."

Each of the Holiday veterans on the exceptional program will be playing with memories of the incomparable "Lady Day."

—Wilma Dobie

NEW MEMBERS

Active Resident

Bruce Duff Hooton
Ruth W. Strider

Associate Resident

Barnet M. Deutch
Davis (Didi) Ziffren

CHANGE OF STATUS

Associate to Active

Jack Galub

From the Clubs

(Continued from page 1)

from vacation on home leave in the U.S.... Patricia Nelson, formerly of *Vision* magazine, is new correspondent for the *Journal of Commerce* of New York, of which Anthony Greno, former UPI staffer, is business representative... Other recent changes on *The News* include appointment of Roberto Mena, formerly city editor, as business and finance editor, replacing Alan Robinson (also stringer for London *Times*) who is on general assignment, and return of Martin Whiteman to the copy desk... Surveys are being conducted for installation of electronic editing system on *The News* and sister publications, *Novedades* and *Diario de la Tarde*, reports editor-in-chief of the three papers, Romulo O'Farrill Jr.... Kevin Kelleghan has rejoined AP here after several years of conducting business seminars... Veteran Mexican newsman Fernando Garza has been named press chief for Mexico's President Jose Lopez Portillo, and has been replaced as editor of the government daily, *El Nacional*, by Luis Farias, former federal senator and governor of the state of Nuevo Leon... New U.S. ambassador Patrick Lucey recently invited U.S. correspondents for his first background briefing... Veteran OPCer Robert Benjamin elected new president of the University Club... Although voting does not take place until December, election talk for next year's officers has already started among the Foreign Correspondents Association membership. Current president is Leonid Maximenko of *Pravda*, Moscow; vice-president Wladir Dupont, of *Veja* magazine, Rio de Janeiro; secretary, Francisco Osaba of EFE agency, Spain; treasurer, Jose Carreno, also of EFE and *Le Monde*, Paris; club manager, Luis Moreno Verdin, *Business International*; credentials chief, Jose Luis Alcazar, Inter Press, Italy; and finance chief, Green of AP; John Virtue, UPI bureau chief, is back from vacation in Canada. —Jaime Plenn

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Obituaries

Lewis H. Bowen, financial reporter, publicist, and fund-raising consultant, died August 27 in Mt. Vernon Hospital, Mt. Vernon, N.Y., after a short illness. He was 66 years of age and resided in White Plains.

After graduating from Haverford College, Pa., with a B.S. degree in 1934, Bowen was a financial reporter for the *New York Journal of Commerce*, *The New York Herald Tribune* and the *U.S. News* (later the *U.S. News and World Report*).

During World War II, he served as National Publicity Director for the American Red Cross; he later became associate editor of the *Gallop Poll*.

Bowen began his fund-raising career with the John Price Jones Company. Later, he became a vice-president of Kersting, Brown & Company; a founder and chairman of Bowen & Gurin, Inc.; and a senior vice-president of Brakeley, John Price Jones, Inc.

Several years ago, he started his own public relations and fund-raising firm, Lewis H. Bowen Associates, in White Plains.

Bowen was a former president of the National Public Relations Council for Health and Welfare Agencies, and of the Saw Mill Audobon Society. He was a member of the Board of the Columbia University School of Social Work, and a member of the Overseas Press Club.

A native of Rome, N.Y., he is survived by his wife, the former Nancy Nichols; two sons, David R., of Royal Oak, Mich., and Ernest N., of Rochester, N.Y.; and two sisters, Mrs. Dorothy B. Stutzman, of Freehold, N.J., and Mrs. Alma B. Clark, of Ocean Grove, N.J.

Services and interment were private.

* * *

Victor W. Knauth, former United Press correspondent, publisher and radio executive, died September 2 at his home in Wilton, Conn., after a long illness. He was 82.

Knauth, served in the artillery in World War I in France, after graduating from Harvard College in 1918. He began his newspaper career on *The Springfield Republican*, and later worked for *The Atlanta Constitution*, *The San Francisco Chronicle* and *The New York World*. He joined The United Press in 1926.

After serving in London and Moscow, Knauth returned home in 1928 and enter public relations. He was a founding partner of Keen, Simons & Knauth.

In 1937, he became part owner and editor of *The Bridgeport Times-Star*. He later founded the Select Printing Company and Omnibook. During World War II, he published *Seapower Magazine* for the United States Navy.

After the war, he purchased radio stations in New Haven and Troy, N.Y.

Knauth is survived by a son John A.; a daughter, Mary K. Field; six grandchildren, and a twin brother, Felix W.

Moscow (Cont'd from page 1)

sians "detente" has a narrower connotation involving limiting strategic arms. Also the problem of Jewish immigrants causes a breakdown in much needed trade with the West. Slowed up disarmament talks have brought "great nostalgia" for former President Nixon. Under President Ford, the U.S./Soviet relationship "stagnated," in Moscow's view.

The Russians don't know how to take President Carter, Shipler observed, especially in the human rights area. "He is an enigma. What they have understood they don't like." They are distressed at the "unorthodox" Carter approach. The Russians like to think "they invented disarmament, and don't want Carter rushing in."

In conclusion, the *Times* bureau chief observed that for the moment anyway "trade and SALT are going nowhere, and detente is a gamble that might not pay off."

—Blythe Foote Finke

WHO, WHAT, WHERE

By GRACE NAISMITH

TRAVELING: Eliot H. Sharp and his wife Dorothy left Sept 4. for six weeks in Europe, first to London and then Paris, where Sharp will be working with financial publishers and bankers to set up a series of conferences for investment bankers and professional securities people from U.S. financial centers. The couple will visit Italy, Turkey and Greece, returning via Sophia.

SYMPATHY to Jessie Stearns, the OPC Washington correspondent, whose husband, Joseph T. Buscher died suddenly at the Capitol Hill home, Aug. 14. Buscher had been with the National Press Building as assistant general manager and superintendent for 33 years before recent retirement. He was well known to Washington OPC members and other journalists.

PUBLISHING: Tom Mahoney's wife, Caroline Bird, "has made a notable contribution to the documentation of life in the United States of America," say the Colonial Dames of America, who have given Norton a citation for publishing Caroline's book, "Enterprising Women."... The name of Jean Baer's new book is "Stop Running Scared!" All about phobias, the book is co-authored with her husband Dr. Herbert Fensterheim, and is published by Rawson Associates. (They've bought a country home at New Milford, Ct.)... Received — slim little volume of poems by that indefatigable 86-year-old public relations queen, Doris Fleischman Bernays. One called "Progression" follows:

When I was a teen-ager
Life was super,
Wonderful, awful.
When I was twenty, thirty, forty
Life was superb,
Hectic, wonderful.
When I was fifty
Life was superior
Calm, delightful.
When I was eighty
Life was superfluous,
Wonderful, terminal.

What happened between 50 and 80?

ELECTED: Ruth Winter is the new president of the American Society of Journalists and Authors. Author of several books, she also has a column in the *L.A. Times*. Alan Caruba, who has had an exhibition of photography at the OPC, is a new council member at large.

CONTEST: The Epilepsy Foundation of America National Journalism Award is announced for articles written between Dec. 1976 and Nov. 1977 in general-circulation periodicals. Length must be more than 1000 words. A plaque and an award of \$500 is given to a "professional writer whose work, in the opinion of the judges, has done most during that year to improve the public's acceptance and understanding of epilepsy." Send tear-sheets and a covering letter to: Journalism Award Competition, Epilepsy Foundation of

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IT'S A PUZZLEMENT: Ben Lucien Burman has signed a contract with Selchow & Righter Co. for the creation of a new game. It is based on the illustrations drawn by his late wife, Alice Caddy, of "Catfish Bend" book characters. And Ben doesn't know how to play it. Walt Disney Productions is making an animated feature film of the same "Catfish Bend" books and drawings.

SEEN ON THE SCENE: Carol Giniger, (not Caroline) wife of Kenneth Giniger, one "n" in Giniger, two in Kenneth.

FEATURED: Tom Whitney, long-time member of OPC, translator of Alexander I. Solzhenitsyn's "The Gulag Archipelago," and other works, in the *New York Times* Sunday edition, July 5, in an article by Joseph Pronechen. Thomas P. Whitney, Esq. is now a breeder and racer of thoroughbred horses. His stables on the 20-acre property at Washington, Ct. are home to many winning race horses. Last summer, according to *The Times*, Whitney paid \$355,000 (tax not included) for Fabled Monarch, "my big stallion prospect... a stakes winner."

Featured also, in New West, is our famous Theo Wilson, under a title, "The Tabloid Queen of Murder Trials." And Theo can cover them, everything from the Sheppard trial to Angela Davis, Clifford Irving, Dr. Coppolino, to Patty Hearst. We all know about her trial coverage for the *New York News*, but Jeanie Kasindorf in the New West piece tells us more about Theo herself. She was born Theodora Nadelstein, one of 11 children, in Brooklyn. Trained in the sob-sister era of journalism, Theo offers this advice: "Don't ever get murdered. There isn't one facet of your life that won't be dredged up." Theo now is on her 24th case — the Polanski trial.

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